

IN THE CLAIMS:

Claims 1-6. (Cancelled).

E' Claim 7. (New) An illuminating device for a display comprising:

<sup>A</sup>  
a display panel;

<sup>1</sup>  
a light guide having a light reflection surface, a light discharge surface <sup>1b</sup> opposite to the light reflection surface and parallel to the light reflection surface, a front side surface, and a rear side <sup>1g</sup> surface, and disposed under the display panel so that the light discharge surface opposes to the display panel;

<sup>3</sup>  
an LED provided to oppose to the front side surface of the light guide at a central position of the front side surface;

a plurality of triangular grooves continuously formed in the light reflection surface from end to end;

each of the triangular grooves comprising a front side having a first angle with respect to a line perpendicular to the light discharge surface and a rear side <sup>1e</sup> having a second angle with respect to a line perpendicular to the light discharge surface which is smaller than the first angle;

<sup>5</sup>  
a diffusion and reflection plate disposed to oppose to the rear side surface of the light guide with a gap therebetween, wherein [the gap reduces that brightness of the light discharged from the diffusion and reflection plate, and the light having the reduced brightness enters into the light guide from the rear side surface.]